




RELEVANT™

Your Daily Advantage. Definitive, timely business news and information tailored to your interests and delivered to your desktop.



Relevant Personal Edition

Market/Competitive Analysis

“The electronic-information industry’s revenue totaled \$11.6 billion in 1992 and is growing 14% annually, according to estimates from Yankee Group, a Boston research firm. By next year, the industry will top \$15 billion. Yankee says two-thirds of the business is generated by people using computers to fetch information or interact with other computers.”—WSJ 11/15/93

In an increasingly competitive global economy, with shorter business and product cycles, timely, accurate and complete business news and information is vital to maintaining market position or increasing marketshare. Companies that spend less time and money getting the information critical to their business gain a significant competitive advantage. The following is a brief summary of the growth of the electronic information industry and a description of Relevant Personal Edition’s place in it.

The growth of LANs, email services, client-server software, inexpensive disk storage, networks and the number of personal computers attached to them has fostered a boom in electronic information solutions. These technologies make it possible to provide access to large amounts of time-sensitive business news and information to hundreds of people instantly. The growth of these technical capabilities has been a gradual process however, and it is only recently that such information has become available to individual users at their desktops.

Initially, content providers such as Dow Jones, Reuters and others developed systems for dial-up access to databases of historical information. Depending on the level of automation, the timeliness of the news and information varied. These solutions were typically expensive and needed special hardware and staff to manage them. As an example, a corporate librarian accepts requests for information from staff, and utilizing a special search language, queries the remote database. The results would then be returned to the staff member. This was a costly and time-consuming process.

For businesses more directly dependent on the timeliness of information such as financial services, news is broadcast 24-hours a day via a dedicated phone line. These newswire services are expensive and need dedicated hardware, software and staff to support them. There are a number of companies offering general business news and information to corporate customers via dedicated phone lines. These solutions are only practical when the need for real-time data is matched by a large number of users.

The growth of the Internet and the commercial networks that access it has made very broad based information, although not edited or qualified, widely available to individuals. The Internet, a large world-wide network that grew out of the education and defense network and could grow into the information superhighway, already has an estimated 20 million people in 137 countries

connected. Traffic "on the net" is growing at the rate of 15% a month. Consumer-oriented commercial online services, which also access the Internet, such as America Online, Prodigy, CompuServe and Delphi, are growing at the rate of 30% a year.

As a result of the growth of the "networked networks" there has been a growth in "network navigator" software—software which lets users navigate various networked sources to find different kinds and qualities of information on a multitude of servers around the world. This software requires customers to have knowledge of the Internet and to be willing to look far and wide for information that may be of interest to them. The "navigator software" interface typically presents information in an unformatted and difficult to read layout.

The next generation of products for information acquisition is software that delivers high-quality "customized" news & information to each customer's desktop PC. This software makes it possible for non-technical users to receive timely business news and information that is selected by their individual interests. Ensemble's Relevant Personal Edition is such a product. Customers can quickly and easily view and understand critical business information at their desktop, without having to know how to navigate the Internet, fill out request forms, or type archaic commands.

Ensemble's Relevant Personal Edition automatically delivers comprehensive DowVision information—including *The Wall Street Journal Highlights*, *The New York Times*, and other premium business news and information—to desktop PCs that are directly connected to the Internet. Relevant software allows users to gain advantage from this information by presenting it in a graphical way and including a Personal Index feature that makes the critical facts obvious.

How Does Relevant Personal Edition Compare To The Competition?

Relevant Personal Edition's interface makes it much easier to use and read than competing products that deliver personalized DowVision news. Its Personal Index is much easier to change and individual users can have their own index instead of "sharing" with a workgroup, division, or company. Relevant Personal Edition is less expensive than these products, even including a connection to the Internet which offers a host of other benefits as well.

Relevant's advantages when compared to "network navigator" software are that the news is delivered to you via email; you don't need to make any effort to locate or transmit it. Additionally, Relevant's graphical interface and Personal Index make it easier to read and understand the news once you get it.

Relevant™ Personal Edition™

Market/Competitive Analysis (cont'd)

As compared with consumer online sources of information, Relevant Personal Edition has the benefit of being connected to the premiere source of business news and information—Dow Jones & Company's DowVision. And, as with the network navigator software, Relevant also provides the benefit of delivering the news to the customer, without the customer having to dial-up and download it or pay for connect time while they read.

Relevant Personal Edition

Product Fact Sheet

Product Definition:

Relevant Personal Edition is a software product that delivers customized daily newspapers to the desktops of business users giving them competitive advantages through timely news and information.

Target Market:

Individuals at corporate sites and in small businesses.

Product Features:

- Provides access to premium business news from Dow Jones & Company's DowVision™ news service
- Scheduled delivery of *The Wall Street Journal* via DowVision®
- Scheduled delivery of *The New York Times News Service*™
- Attractive layout is easy to read and navigate
- Personal Index feature displays just the timely news that matters to you

The DowVision news service is a comprehensive source of accurate news, analyses and statistics on the business, financial and political worlds. DowVision includes the full text of *The Wall Street Journal*, the full text of *The New York Times* and eight newswires that provide up-to-the-minute news and information.

Benefits:

- Finds the news that matters to you with the Personal Index
- Saves you time with the graphical layout—spend less time looking for critical business news and more time acting on it
- Delivers your newspaper automatically—so it's easy for you to get the news
- Increases your productivity with time-saving features and relevant news
- Keeps you informed about your industry, competition, suppliers, customers, legislature and more
- Prevents your being caught off-guard in an important meeting or presentation
- Helps you see future trends and act on them sooner with in-depth news analysis

Pricing:

For a limited time, Ensemble Information Systems is offering Charter Membership Subscriptions for a pre-released version of Relevant Personal Edition. Charter, or pre-release Members will pay no fees until the official release dates

for the software: July 1, 1994 for Macintosh users, and September 1, 1994 for Windows users.

At the time the software is officially released, Charter Members will receive a 25% lifetime discount on both software and delivery charges, and the first month of DowVision content free. Charter Membership subscriptions can be cancelled at any time. Charter Subscribers will use pre-release software and will receive the newspapers daily at no charge until the official release dates.

After the official release dates, Relevant Personal Edition Charter Members' will be sent final version software, manual, quickstart card and notification of credit card charges: discounted Relevant software (\$114.95) and monthly delivery charges (\$9.95), and the monthly charge for DowVision content (\$49.95).

Technical Requirements:

Macintosh Version:

68030 or higher
System 7.0 or later
2 MB available RAM
Powerbook-size screen or larger
2 MB free hard disk space
Direct TCP Internet connection (addresses via AOL, Prodigy, etc. are not supported - must be a SLIP or PPP or direct connection)
OR an SMTP gateway with one of the following electronic mail products:
Eudora, Quickmail, Apple's PowerTalk Mac: SMTP compliant mail server

Windows Version:

386 or higher PC
Windows 3.1 or greater
4 MB RAM
2 MB free hard disk space
Direct TCP Internet connection (addresses via AOL, Prodigy, etc. are not supported - must be a SLIP or PPP or direct connection)
OR an SMTP gateway with the Eudora electronic mail product

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PC.

LETTER

The Insiders Guide To The Personal Computer Industry

Volume 10, Issue 6

March 21, 1994

RICH BADER/THE PRODUCT LETTER

Newspapers: Digital vs. Paper

YOU REALLY CAN'T BE TOO WELL INFORMED in this breakneck-paced world of ours. In my business I must stay informed and I'm always afraid I'll miss some news. While I usually indulge in reading The Oregonian and New York Times over a morning's latte, there are days when I don't have time. I confess to a persistent craving for The Wall Street Journal too, but I've got to draw the line somewhere. Then of course there's the trade news...

Imagine being able to receive The Wall Street Journal, delivered every day to your e-mail box, customized by your own personal profile of interests, and laid out like the paper version we've all come to know. That familiar WSJ front page rendered on a Mac screen caught my eye over a year ago at the Ensemble Information Systems' booth at MacWorld. While that version was optimized for large companies, at Demo 94, Ensemble demonstrated Relevant, a system that can deliver the Journal to any Internet user and allow queries of the Dow Jones news database, Dow Vision.

While on-line news services are terrific for info junkies, these offerings are typically supplemental sources of news or only historical repositories to query. However, products like Relevant (and others like PED Software's Journalist for the Prodigy system, which I also have used but don't have the space to review here) through their form and function suggest they can become a primary source of daily news. The ultimate test: would I drop a newspaper subscription and get my news on-line? I explored the products with just that thought in mind.

There are good reasons for going on line for news. My newspapers are always delivered

to my office, but I'm often not there to get them. With an on-line system and traveling with my ever-present PowerBook Duo, my "paper" is as close as any RJ-11 connector. And the newspaper is bounded by its pages and its editors. While there's value in both, I can't further explore interests that an article might spark, nor can I direct the editors to tailor my paper to my particular interests.

Relevant is a work in progress: I used two beta versions that are only representative of the final version, and there will be changes between now and the anticipated May final release. While the current beta release of Relevant is a slick, useful, easy-to-learn and use piece of software, it also highlights the issues that remain in replacing the newspaper and changing our news gathering habits.

After an uneventful installation and creating my personal profile from lists of categories and subcategories, I sent my first request to Ensemble's server. About ten minutes later a complete copy of that day's Wall Street Journal had arrived. Invoking the "apply profile" command didn't produce the custom filtered version I expected to be laid out for me. Instead what I got was a personalized index of headlines based on my profile. Clicking on the headlines brought up the story. While this works, I didn't get what I expected — a personalized version of the WSJ with the standard look and feel.

The product's designers have some tough issues to face, as they have chosen to encourage reading the news on-screen, instead of printing it out. It requires somehow translating a design optimized for 15-by-23-inch paper to work on a laptop's screen. Unfortunately, in this implementation, the front page is trun-

cated, and many front page stories are only accessible through a list box of headlines, sacrificing all the editorial cues we get from that masterfully crafted front page, like article placement, length, and headline font and size. However the columnar layout is justifiably rejected when it comes time to read a meaty story; it's replaced by a resizable window that enhances readability. Furthermore, there is a variable speed auto-scrolling option that offers TelePrompter-like convenience. After initial skepticism of that feature, I'm now hooked. All in all I'd still rather read my daily news off of paper, although Relevant makes screen reading tolerable.

WSJ aficionados will be gratified by the ability to select favorite columns and sections in their profiles and for queries. Additionally there are dozens of ways to select the news, from individual companies to broad categories. A variety of news wires are there to choose from. Users of the Dow Jones News Service will feel right at home, as well as appreciate the graphical user interface for constructing queries. Some query types can display their results formatted in six-column segments like a front page, yielding something that approximates the personalized version of the paper I imagined. It just takes multiple queries and more work than should be necessary to obtain sufficient news coverage.

Although there's much to be said for the slick query user interface, I'd rather use the clunky terminal-like system sported by the Dow Jones News Service for digging around. With Relevant, it takes minutes to get a response from a typical query. With the Dow Jones News Service, querying is more interactive, with headlines and first paragraphs of hits offered up for review before downloading whole articles. Ensemble has yet to seize the opportunity of making its queries more interactive, perhaps expecting that most querying will be done routinely in batches and not ad-hoc-ly. But more importantly they could tightly integrate the query facility with the standard newspaper view, simulating more of a hypertext-like environment for following one's curiosity in an

article and delivering a unique combination that neither paper based news nor on-line query services can provide.

While I am less sensitive to the economics of these services than others might be, money is a factor in this service. While final subscription pricing has not been set, it is likely to be considerably more than the paper Wall Street Journal, largely because there are no advertising revenues to offset costs. I could argue that the ads in the Journal are in some cases as valuable as the editorial, especially when new products are introduced, and that ads should be included with the service. So there are two reasons to include ads. I also stand to save some money because I could drop my Dow Jones News Service account and do queries through Relevant (it is expected that unlimited queries will be included in the subscription). On the other hand, because my Internet service provider doesn't have an "800" number, it cost considerably more to download my electronic issue in Boston than to buy the 75 cent alternative in the hotel gift shop.

After spending some time with Relevant I've concluded that measuring it by its ability to replace the printed newspaper is inappropriate. Products like Relevant can offer a new mix of news services that may not wean me from printed news altogether but do establish another set of news gathering habits. After all, television news didn't need to replace newspapers to be successful. But television has certainly contributed to the decline in the newspaper business by capitalizing on its unique facilities for delivering the news. When products like Relevant can cost effectively present customized, on-screen news surveys backed by an responsive, integrated querying service, they will also come into their own. I'm looking forward to the released version being more Relevant to my morning routine. Until then, I can at least use it to satisfy those occasional cravings for the Journal.

Relevant for the Macintosh from Ensemble Information Systems, 1040 Noel Drive, Menlo Park, CA 94025. Phone: 415-617-9730. Pricing: not yet established.

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BusinessWeek

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Information Processing

BITS & BYTES

EDITED BY PAUL M. ENG

THE HOOK IS THE LOOK OF THE *JOURNAL*

Financial news junkies already have a wide array of wire services from which to choose. But most news wires just send reams of unadorned text to computer screens. In an attempt to create a more appealing and personalized reading experience, Dow Jones & Co., one of the world's largest suppliers of real-time electronic news, plans to introduce a digital version of its flagship newspaper *The Wall Street Journal* that has the look and feel of the actual printed version.

Called *The Wall Street Journal* Personal Edition, the advertisement-free newspaper will start in September as a \$50-per-month information service for Macintosh computers. Not only is it the first electronic edition of the *Journal* to present the typefaces and headlines that can be seen in print, but it is also the first that can be customized by the reader. Using software from Menlo Park (Calif.)-based Ensemble Information Systems Inc., electronic subscribers can preselect from an index the type of stories they want to read first—ones on biotech topics, for instance. In addition, readers will be able to set up customized news feeds at different times of the day—financial news at 8 a.m. and again, say, after the stock market closes. Future versions may include illustrations and graphics.

Macworld

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THE MACINTOSH® MAGAZINE

\$3.95 Canada \$4.95

The Electronic Newspaper

THE INTELLIGENT NEWSPAPER OF the future is available now with Ensemble Information Systems' Relevant, a Mac interface to Dow Jones's electronic news feed, DowVision.

Relevant lets you decide what information you want your newspaper to carry. For example, you could designate column 1 as the government column, and set up your profile to track the federal agencies you want to read about by choosing from a list of about 40 agencies. Relevant will display headlines of the articles it captures from DowVision each day. Click on a story and it opens in its own window, with read (you can adjust the scrolling speed.)

Dow Jones's staff assigns keywords to DowVision stories, so Relevant chooses stories based on keywords you select rather than by searching the stories' text—your newspaper's content depends on how well Dow Jones indexes the day's stories. DowVision and Relevant require a Sun Microsystems server, and pricing depends on the number of users: for 100 users, software and data are each about \$30 per month per user; for 1000 users, about \$7 each per month per user. Ensemble plans to distribute a demo version of Relevant; details were not finalized at press time. Also, Dow Jones plans to make the DowVision information available to individuals using special search software over the Internet; details were unavailable at press time. Ensemble, 415/617-9600; Dow Jones, 800/522-3567, ext. 66.—D.L.



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SEYBOLD

Special Report

Ensemble delivers personal newspaper

Tucked into one of the Apple booths we found Ensemble Information Systems, a software firm that has developed an interesting front end to the DowVision online information system from Dow Jones & Company. Called Relevant, the software automatically sifts and delivers information to AppleSearch users in an interface that creates a daily personal newspaper formatted to look much like the *Wall Street Journal*.

Apple Computer's AppleSearch is a client/server technology for creating inhouse libraries of unstructured text. (*For an update on AppleSearch, see Apple earlier in this section.*) Launched in 1990, DowVision is a comprehensive business news and information service that includes the full text of the *Wall Street Journal* and five Dow Jones newswires.

Relevant is a front end to DowVision that lets the users control what information is routed to their attention, how it appears on their screen and how it can be retrieved. The gateway to AppleSearch delivers DowVision stories at periodic intervals to the AppleSearch server, which indexes the new data and adds it to the library of searchable text files that are accessible to anyone with an AppleSearch client in the organization. The Relevant gateway also manages the DowVision data even after it is indexed, updating or deleting stories automatically as directed by Dow Jones's editors.

Quite a few other companies also offer DowVision front ends, but Ensemble is the first to offer one for the Macintosh. In true Macintosh tradition, the software has a very attractive user interface. Although DowVision is all text, and nothing but text, Ensemble has turned the news feed into a personal electronic newspaper.

The screen presentation is similar to looking at the front page of the *Wall Street Journal*, minus the *Journal's* signature stippled line drawings of people's faces. The page view works even within the small screen of the PowerBook, but on larger screens you can see the whole page at once without scrolling.

Creating your own paper. But this is not the *Wall Street Journal*. It is what some people call "the daily me," a view of some of the information coming over DowVision, prioritized and displayed according to preferences set by each user.

There are two aspects to setting preferences. First, you create a filter by selecting categories and subcategories. Then you assign stories relating to that topic to a position on the page, using template layouts supplied by Relevant (*see photos*). Relevant then pours stories into the layout, creating, in effect, a customized newspaper that can be read by headlines or by browsing the text in the layouts.

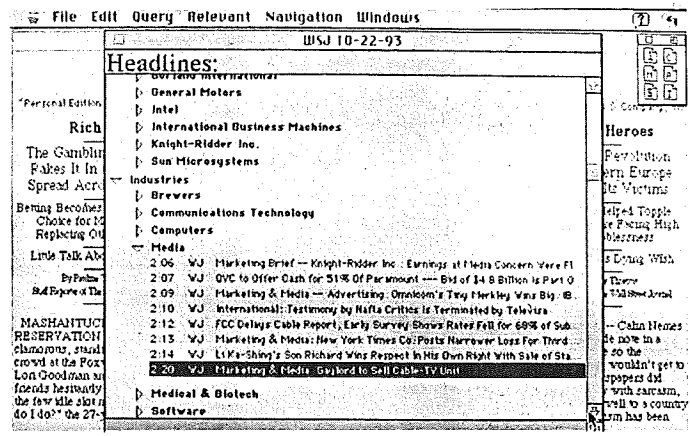
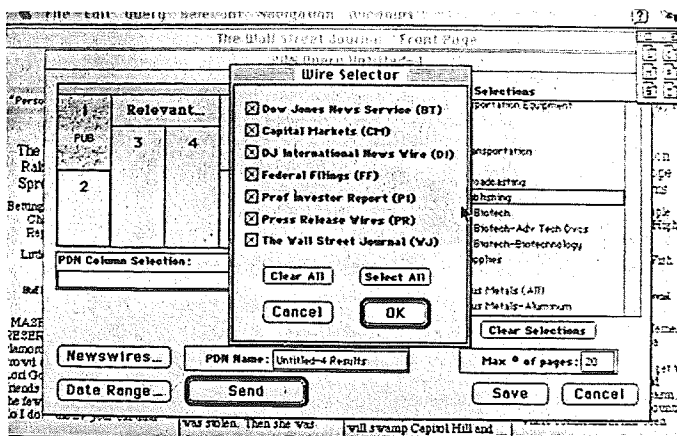
The idea of creating the daily me is still controversial. For a general audience it may not be effective, because readers lose the perspective of the *Journal's* editors, who prioritize stories and arrange them daily according to their view of what is important in the overall context of the day's events.

But for certain business audiences, such as stockbrokers, a tool such as Relevant can make it much easier to follow a particular industry or company. All of the news about that topic can be chained into a story that always begins in a certain place on the front page, regardless of whether it appeared in the paper on page 1 or page 15 of the third section. Whenever the broker wants to see what is happening on that topic, he or she knows exactly where to look and can quickly see all of the new stories collated together, rather than paging through the complete paper *Journal* looking for individual stories of interest. Of course, because DowVision is online, not on paper, the user has the additional advantage of being able to see information delivered by newswire that may or may not make it into the paper delivered the next day.

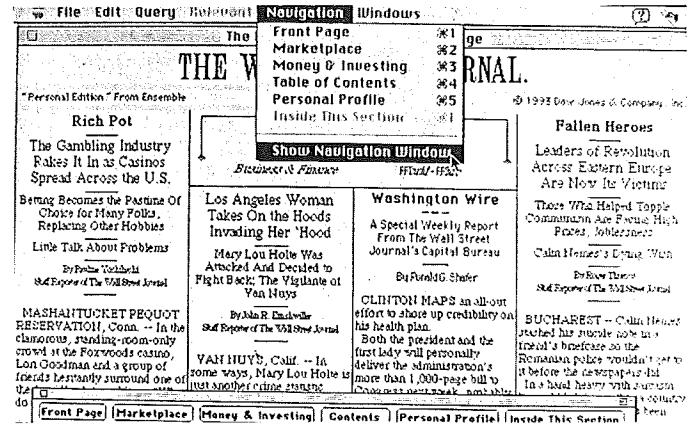
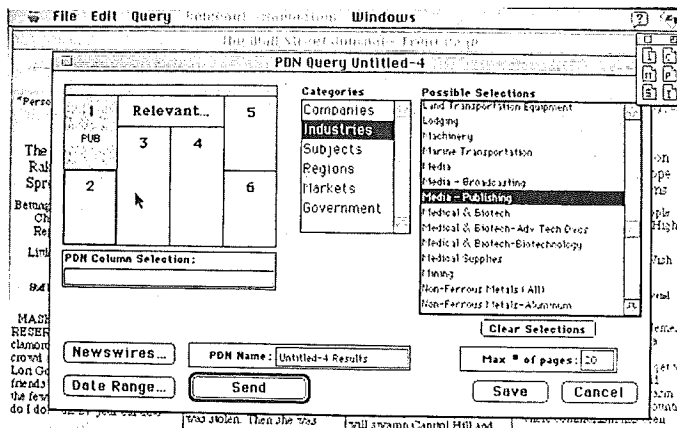
A product like this makes most sense in time-critical businesses; not coincidentally this is also the target audience for DowVision. The first Relevant account is Peat Marwick, one of the big six accounting firms, which has tested the product with about 50 of its users. The commercial version just became available in mid-November.

Relevant is sold as a subscription option for DowVision. For 100 users, the price is about \$60 per user for the combination. The AppleSearch gateway (but not the AppleSearch engine itself) is included in that price.

Ensemble Information Systems, Inc., 1040 Noel Drive, Menlo Park, CA 94025; phone (415) 617-9600, fax (415) 617-9614.



Ensemble's Relevant newspaper. *Top left:* Here we are selecting the newswires we want included in our feed. *Bottom left:* We then pick a category, such as "the publishing media industry," and we assign that category to a space on the "page," in this case the number 1 slot at the top left of the screen. *Top right:* We're now looking at headlines, with the media ones expanded to show detail. *Bottom right:* This "personal edition" (built using another profile) shows how the stories are placed in their slots to create a customized "newspaper." The navigation palette shown at the bottom actually floats outside of the page if you have a screen larger than the PowerBook.



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Information Processing

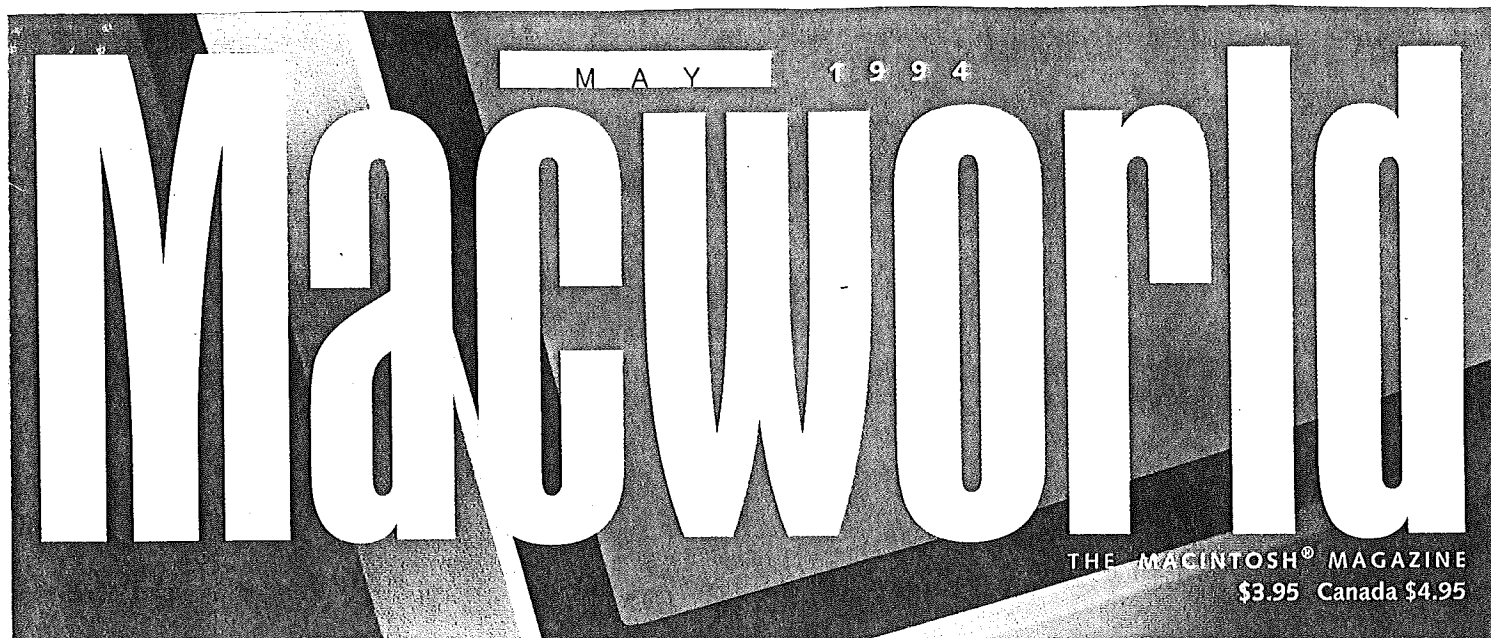
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